

Message Text

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PAGE 01 MELBOU 00435 210643Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----068308 210646Z /15

P R 210441Z MAR 78
FM AMCONSUL MELBOURNE
TO USDOC WASHDC PRIORITY
INFO AMEMBASSY CANBERRA
AMCONSUL BRISBANE
AMCONSUL SYDNEY
SECSTATE WASHDC 4340
AMEMBASSY MANILA

UNCLAS MELBOURNE 0435

COMMERCE FOR BED/OIM-W ALE, C MURRAY, L SILLOWAY, FROM MISSION
DIRECTOR

E O 11652 N A
TAGS BEXP, AS
SUBJ: FOOD PROCESSING PACKAGING TRADE MISSION-MELBOURNE FINAL REPORT

1. TAKING THE OVERALL RESULTS INTO CONSIDERATION, THE VISIT OF THE
MISSION TO MELBOURNE MAY BE CONSIDERED AS THE MOST PRODUCTIVE TO DATE

.
SOME 82 INDIVIDUAL APPOINTMENTS WERE SCHEDULED DURING THE TWO DAYS
THE MISSION SPENT HERE WHILE SORT RITE AND GENERAL FISH SPENT FRIDAY
ALONG WITH COAST VISITING FISH AND SEAFOOD PROCESSORS. CLAYTON
PRODUCTS REACHED AN ACCORD HERE REGARDING REPRESENTATION FOR NEW
ZELAND AND SOUTH AUSTRALIA WHILE MUELLER HAD LENGTHY CONVERSATIONS
WITH KEY DECISION MAKERS AND POLICY AUTHORITIES OF THE MILK INDUSTRY
IN AUSTRALIA. OVERALL ACTIVITIES AND FUNCTIONS WERE WELL ARRANGED AND
EXECUTED BY MR DANA MARSHALL. ALL MEMBERS WERE EXTREMELY PLEASED WITH
THE ENTIRE PROGRAM AND IN PARTICULAR THE LUNCHEON BRIEFING
INITIATED AND ARRANGED BY MR MARSHALL. (SEE PARA 4).

2. LITERALLY FROM THE MOMENT THE MISSION ARRIVED IN MELBOURNE UNTIL
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DEPARTURE THE DELEGATION WAS BUSY. AFTER A QUICK TRIP FROM THE AIRPOR
T
TO CONSUL GENERAL PAUL M POPPLE'S RESIDENCE, THE MEMBERS WERE IMMEDI-
ATELY GREETING HIGH-RANKING GUESTS FROM INDUSTRY AND GOVT. THIS EVENT
,
HOSTED BY MR POPPLE, WAS WELL ATTENDED BY SUCH LEADERS AS LEWIS TUCKE
R,

MANAGER, AUSTRALIAN CANNERS' ASSOCIATION; ROY NICHOLLS, PRESIDENT, VICTORIAN CHAMBER OF MANUFACTURES (LARGEST STATE CHAMBER OF INDUSTRY) ;
JOHN VIAL, EXEC DIRECTOR, MELBOURNE CHAMBER OF COMMERCE; D G WILCOX, DIRECTOR, BREAD MANUFACTURERS' ASSOCIATION; ERNEST BARR, MANAGING DIRECTOR, H J HEINZ CO LTD; J W R PRATT, CHAIRMAN AND MANAGING DIRECTOR, SAFEWAY STORES AUSTRALIA; W L O'HEANY, GENERAL MANAGER, GOULBURN VALLEY CANNERS PTY LTD; A MCSWEYN, MANAGER FOR VICTORIA OF AMATIL; DR NORMAN SNOW, TECHNICAL AND PLANNING DIRECTOR, AUSTRALIAN DAIRY CORP;
AND CHARLES MILLER, VICTORIAN MANAGER, AMERICAN CHAMBER OF COMMERCE.

3. THE INTENSIVE MARKET PROMOTION DIRECT MAILING (SOME 1000 MISSION BROCHURES WERE MAILED IN THIS CONSULAR DISTRICT ALONE) GENERATED ONLY MINIMAL INTEREST. IT WAS CONSEQUENTLY AUGMENTED BY AN INTENSIVE DIRECT CALL CAMPAIGN. THIS PROCEDURE PROVED EXTREMELY SUCCESSFUL WITH 82 INDIVIDUAL APPOINTMENTS GENERATED. INCLUDED WERE PRACTICALLY ALL DECISION MAKERS, AGENTS, DISTRIBUTORS, ETC FROM THE INDUSTRY INCLUDING W R GRACE PTY LTD; LOHN AND CORDON GROUP; ROSELLA FOOD PTY; KELLY AND LEWIS; RHEEM AUSTRALIA LTD; AUSTRALIAN DAIRY ASSOCIATIONS; PLUMROSE AUSTRALIA, AND H J HEINZ AUSTRALIA LTD. ADDITIONALLY, A PRESS RELEASE WAS SENT TO OVER TRADE ASSOCIATIONS AND THE MEDIA. THIS EFFORT RESULTED IN GOOD PUBLICITY INCLUDING A LARGE STORY IN "AUSTRALIAN FINANCIAL REVIEW", A NATIONALLY CIRCULATED DAILY
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(POST WILL FORWARD CLIPPINGS WITH ITS FINAL REPORT AS PER 10FAM374.3)

4. ONE ACTIVITY UNIQUE TO THIS STOP WHICH WAS HIGHLY EFFECTIVE IN GAINING MARKET INTELLIGENCE FOR THE MEMBERS WAS THE ASSOCIATION/INDUSTRY LUNCHEON. FOLLOWING A BUFFET LUNCHEON, NINE DIFFERENT ASSOCIATION REPS AND THE MELBOURNE CHAMBER OF COMMERCE GAVE A VERY CANDID APPRAISAL OF SECTORS OF THE FPP MARKET OF INTEREST TO TRADE MISSION MEMBERS, AND THEIR FUTURE POTENTIAL. ASSOCIATIONS GIVING THEIR APPRAISAL WERE: VICTORIAN CHAMBER OF MANUFACTURES, AUSTRALIAN MEAT AND LIVESTOCK CORPORATION, BREAD MANUFACTURERS' ASSOCIATION, COMMERCIAL FISHERIES DIVISION OF MINISTRY FOR CONSERVATION, AUSTRALIAN CANNERS' ASSOCIATION, AUSTRALIAN CANNED FRUITS BOARD, MEAT AND ALLIED TRADES FEDERATION, AUSTRALIAN DAIRY CORPORATION AND MELBOURNE CHAMBER OF COMMERCE. THIS ACTIVITY WAS WARMLY RECEIVED BY THE MISSION AND THE TECHNIQUE IS RECOMMENDED FOR FUTURE MISSIONS.

5. MISSIONS RESULTS FOLLOWS:

OLD TO MARKET NEW TO MARKET

	FIRMS	FIRMS
LEADS OBTAINED:		
-EXPORT SALES	18	20
-SALES REPS AGREEMENTS	7	10
-		
(LICENSE/JOINT VENTURE	0	4

ACTUAL(DURING EVENT):

-EXPORT SALES	\$306,000	\$0
-SALES REPS SIGNED AGREEMENT	4	1

EXPECTED IN NEXT 12 MONTHS:

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-EXPORT SALES	\$475,000	\$680,000
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NUMBER ACHIEVING OBJECTIVES - 6

NUMBER PARTIALLY MEETING OBJECTIVES - 1

6. BUDGET - MELBOURNE STOP COSTS WERE COMPLETELY COVERED BY THE BUDGET.

7. POST COMMENT: ALTHOUGH MASS MAILING OF BROCHURES (PARA 3 ABOVE) DID NOT RPT NOT COMPLETELY ACHIEVE ITS OBJECTIVE, POST IS CONFIDENT ITS MAILING LIST IS COMPREHENSIVE AND ACCURATE COVERAGE OF

FPP INDUSTRY (WITH EMPHASIS ON PROCESSING) IN THIS CONSULAR DISTRICT

;

PROOF OF THIS IS FACT THAT TELEPHONE CALLS TO NON-RESPONDING FIRMS ELICITED VERY FAVORABLE RATIO OF POSITIVE RESPONSES. POST IS THEREFORE

CONDUCTING SECOND MASS MAILING CAMPAIGN, USING DUPLICATE ADDRESS LABELS GENERATED FOR FIRST ROUND, TO 950-10000 FPP INDUSTRY COMPANIES

,

ASKING THEM TO COMPLETE FTI REGISTRATION FORMS. RETURNED FORMS WILL BE

TRANSCRIBED ONTO PROSPECT INFORMATION REPORTS AS RAPIDLY AS POSSIBLE. WE BELIEVE WE CAN ADD AT LEAST 750 ENTRIES TO FTI AS FOLLOW-UP TO THIS VERY SUCCESSFUL TRADE MISSION. POST WILL ALSO SUBMIT FINAL REPORT AS PER 10 FAM 374.3 SHORTLY.

POPPL

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978MELBOU00435
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780123-1181
Format: TEL
From: MELBOURNE
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1978/newtext/t19780343/aaaabkbj.tel
Line Count: 163
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3257091
Secure: OPEN
Status: NATIVE
Subject: FOOD PROCESSING PACKAGING TRADE MISSION-MELBOURNE FINAL REPORT
TAGS: BEXP, AS
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/7e3a61c0-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014